FILE

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ SEPT. 23, 1963

1963

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, SEPTEMBER 20, 1963		
Thursday Sept. 19 9:30 A.M. Coffee	PRESS PREVIEW: "HOUSE OF YEARS" Preview for press of Sloane's "House of Years" shop. By invitation. (For Release, Mon., Sept. 23.) Publicity: Robert Welch, OX. 5-3800.	W & J SLOANE	414 FIFTH AVENUE 5TH FLOOR
Sept. 20	MACY'S RELEASE DATE--"Made-in-Europe." (Preview, Sept. 18).		
Sept. 20	GIMBELS RELEASE DATE--Art and paintings. (Preview, Sept. 17)		
Friday Sept. 20 10:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview of children's import fashions to the press. By invitation. For Release, Fri., Sept. 27.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	2ND FLOOR CHILDREN'S WORLD
	WEEK BEGINNING SUNDAY, SEPTEMBER 22, 1963		
Sunday Sept. 22 5:00 P.M.- 8:00 P.M. Cocktails	FASHION AWARDS, SHOW AND RECEPTION Black tie reception honoring the five winners of Woolens and Worsteds of America Achievement Awards and presentation of Couture Group evening fashions. By invitation. Contact: Manning Public Relations, LE. 5-6100.	WOOLENS AND WORSTEDS OF AMERICA	5 EAST 75TH STREET
Sept. 23	I. MILLER RELEASE DATE--New "Galleria." (Preview, Sept. 17).		
Sept. 23	SLOANE RELEASE DATE--"House of Years" Shop. (Preview, Sept. 19--See Above)		
Sept. 23	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, MU. 3-7520.		
Monday Sept. 23 9:30 A.M. Coffee	PRESS PREVIEW: PAULETTE MILLINERY Preview for the press of Paulette's millinery for Fall. By invitation. (For Release, Tues., Sept. 24.) Publ.: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR SALON
Monday Sept. 23 9:30 A.M.- 11:00 A.M. Coffee	PRESS PREVIEW: FALL AND WINTER SHOES "The Blue Chip Collection"--preview for press of Delman's Fall and Winter shoes, boots, and coordinated bags. Edward Rayne, president, will greet the press. By invitation. Contact: Budd Calisch, JU. 2-9090.	DELMAN, INC.	BERGDORF GOODMAN DELMAN SALON
Beginning Monday Sept. 23 11:30 A.M.	RESORT AND EARLY SPRING COLLECTION Resort and early Spring coats, suits, ensembles, designed by David Kidd. Showings at 11:30, Sept. 23, 24, 25, Oct. 1 and 2. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 23 1:15 P.M.	RESORT AND HOLIDAY DRESS COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan's Resort and Holiday dresses and ensembles. By invitation. Thereafter, Sept. 30 and Oct. 7 at 1:15. Contact: Miss Fritzi, LO. 5-4115.		
Monday Sept. 23 2:15 P.M.	RESORT AND TRAVEL COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Paul Parnes' Resort and Travel collection, designed by Karen Stark and Fernando Bosc, at 2:15 Sept. 23, 25, 30 and Oct. 2. Contact: CH. 4-4600.		
Monday Sept. 23 2:30 P.M.	PREVIEW: HOLIDAY AND RESORT COLLECTIONS	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Fashions by Sylvan Rich and Jerry Parnis for Martini. Also, Sept. 25, Oct. 3 and 7 at 2:30. By reservation. Contact: Eli Lehrman, LO. 4-0616. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Sept. 23 3:00 P.M.	PRESS PREVIEW OF CUSTOM COLLECTION	BOB BUGNAND	19 EAST 62ND STREET SALON
	Fall and Winter collection. Customer showing, Tuesday, Sept. 24 at 3:00 PM. By invitation. Commentator: Phyllis Youngheart. Contact: TE. 8-0750.		
Monday Sept. 23 3:30 P.M.	PREVIEW: HOLIDAY-RESORT COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	One showing only of Holiday and Resort collection. Continuous thereafter. Contact: Leroy Grayson, CH. 4-3488.		
Monday Sept. 23 5:00 P.M.-7:00 P.M.	PRESS PREVIEW: ENGLISH COUNTRY HOUSE LOOK	B. ALTMAN & CO.	7TH FLOOR
	Altman's will preview their new model rooms. By invitation. (For Release, Tuesday, Sept. 24.) Publicity: Lorraine Talent, OR. 9-7800.		
Beginning Monday Sept. 23	OPENING: RESORT-EARLY SPRING COLLECTION	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Continuous daily showings of Resort and early Spring collection, designed by Philippe Tournaye for Rembrandt. Contact: LO. 4-3600.		
Beginning Monday Sept. 23	OPENING OF RESORT COLLECTION	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Resort collection of boutique separates, cashmere coordinates, imported knits, and casual suits, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0200.		
Beginning Monday Sept. 23	HOLIDAY AND RESORT COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Mignon will present their Holiday and Resort collection at continuous showings. Contact: BR. 9-5991.		
Beginning Monday Sept. 23	HOLIDAY AND RESORT COLLECTION	MADEMOISELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Continuous showings of dresses and ensembles, designed in Paris by Jules Francois Crahay for Cole-Mort. By appointment. Contact: Marta Schreiber or Nelly Gall, OX. 5-4760.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS	GEORGES KAPLAN	730 FIFTH AVENUE SALON
	Georges Kaplan's press preview of Fall and Winter fur fashions, introducing world premiere of two new furs. Showing at 10:00 A.M. By invitation. Contact: Miss Hoerig, CI. 6-3416.		
Tuesday Sept. 24 11:00 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Two showings, Sept. 24 at 11:00, and Oct. 1 at 12:00 Noon. (Note Change of Dates.) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.		
Tuesday Sept. 24 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1964	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE BALLROOM
	Preview for the press and buyers of Rose Marie Reid 1964 swimwear collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.		
Tuesday Sept. 24 12:00 Noon	OPENING: RESORT AND HOLIDAY COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showings Sept. 24, 25, 26 at 12:00 Noon. By reservation. Contact:LA. 4-5800		
Tuesday Sept. 24 12:00 Noon	OPENING: RESORT AND HOLIDAY COLLECTION	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Collection designed by Don Breitinger. Showings Sept. 24 and Oct. 1 at 12:00 Noon. By reservation. Contact: LA. 4-0237.		
Tuesday Sept. 24 1:00 P.M.	OPENING: HOLIDAY-RESORT COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings of Holiday and Resort collection, Sept. 24, Oct. 1, Oct. 8 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.		
Tuesday Sept. 24 1:00 P.M.	HOLIDAY AND RESORT COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings Sept. 24, 25, 26 at 1:00 P.M. Contact: LO. 4-0462.		
Tuesday Sept. 24 1:15 P.M.	HOLIDAY AND RESORT COLLECTION	DAVID E. GOTTLIEB,INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings Sept. 24 and 26 at 1:15 P.M. Contact: Larry Farragut, LO. 5-2727.		
Tuesday Sept. 24 1:15 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings Sept. 24 and 26 at 1:15. By reservation. Contact: Kay McGowan, LO. 3-6453.		
Tuesday Sept. 24 2:30 P.M. Cocktails	RESORT AND SPRING DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buying offices, by invitation. Beginning Monday, Sept. 30 through Oct. 10, daily except Friday at 10:30. Thereafter, Mon. through Wed. at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Tuesday Sept. 24 2:30 P.M.	OPENING: RESORT AND EARLY SPRING	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showings Sept. 24, 25, 26, Oct. 1, 2, 3, 9 at 2:30. For reservations, contact: PE. 6-6983.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 24 2:30 P.M.	OPENING OF RESORT COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Maurice Rentner's Resort collection, designed by Bill Blass, at 2:30 P.M. Sept. 24 and Oct. 2. By reservation. Contact: Eleanor Stoner, LA. 4-6968.		
Postponed Sept. 24	REISS & FABRIZIO PRESS PREVIEW OF FUR FASHIONS, ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 24 AT 3:00 P.M., HAS BEEN POSTPONED.		
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMWEAR AND PLAYWEAR	JANTZEN, INC. (261 MADISON AVENUE)	SHERATON-EAST HOTEL 115 EAST 51ST STREET
	Preview of women's swimwear and playwear for 1964. By invitation. Contact: Barbara Renning (buyers). Publicity: Kathy Russo, OX. 7-0811.		
Tuesday Sept. 24 4:30 P.M.	PREMIERE SHOWING OF CASUAL SHOES	JANTZEN SHOES, DIV. INTERNATIONAL SHOE CO.	SHERATON-EAST HOTEL DIPLOMAT SUITE
	Presentation of "Smile, little shoe, you're a Jantzen." Showing at 5:00 PM By invitation. Contact: Frieda Olds, OX. 5-7890.		
Tuesday Sept. 24 6:15 P.M.	BENEFIT PREVIEW FOR "ENTRAIDE"	BLOOMINGDALE'S	THROUGHOUT STORE
	"Tradition --annual storewide presentation of European imports at benefit preview for "Entraide Francaise." Tickets: $5.00. By invitation. (For Release, Wed., Sept. 25.) Publ.: Louise Langdon, PL. 2-1212, Ext. 7205.		
Tuesday Sept. 24 6:30 P.M.- 9:00 P.M.	SECOND SESSION OF FASHION CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E.47TH ST.)
	"Fabrics"--Speakers: Carolyn Schnurer, J.P. Stevens & Co.; Edith d'Errecalde, Cohn-Hall-Marx; Philip A. Vogelman, Onondaga Silk Co.; and Marianne Granville.		
Beginning Tuesday Sept. 24	OPENING: RESORT AND HOLIDAY COLLECTION	HARVEY FURST, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Harvey Furst will present cocktail dresses, long formals, and reception ensembles, designed by Donn Auten. Continuous showings. Contact: Blossom Furst, WI. 7-5370.		
Wednesday Sept. 25 10:00 A.M. And 3:00 P.M.	JUNIOR SWIMSUITS AND SPORTSWEAR	JANTZEN JUNIOR	261 MADISON AVENUE SHOWROOM - 11TH FLOOR
	Three showings, for buying offices only, Sept. 25 at 10:00 A.M. and 3:00 P.M.; Sept. 27 at 10:00--Jantzen Junior swimsuits and sportswear, designed by Julie Isles. By invitation. Contact: Helen Tigler, OX.7-0811.		
Wednesday Sept. 25 10:30 A.M.	OPENING OF RESORT COLLECTION	EDWARD ABBOTT-WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	One showing only, by appointment. Contact: Myra de Francesca or David Taxier, LA. 4-8490.		
Wednesday Sept. 25 12:30 P.M. Luncheon	READY-TO-WEAR IMPORTS AT LUNCHEON SHOW	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
	Showing of Macy's made-in-Europe collection. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Joan Springler, OX. 5-4400. Fashion Show Dir.: Mary Alice Rice, PL.2-5726.		
Wednesday Sept. 25 1:00 P.M.	OPENING OF RESORT COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Shows at 1:00, Sept. 25 and Oct. 3. Contact: Jean Roberts, LA. 4-3520.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 25 2:00 P.M.- 6:00 P.M.	PRESS SHOWING OF NEW LIGHTERS	RONSON CORPORATION	SAVOY-HILTON HOTEL CRYSTAL SUITE
	Preview of Ronson's new lighters, candles, appliances, and accessories. By invitation. Publicity: Joseph Sicari, 370 Lexington, LE. 2-2667.		
Wednesday Sept. 25 3:30 P.M. Champagne	PREMIERE SHOWING OF CUSTOM FASHIONS	SIRCHIO	323 EAST 58TH STREET SHOWROOM - 4TH FLOOR
	Preview for press of Sirchio's first haute couture custom collection for Holiday and Winter. By invitation. Contact: PL. 1-2064. Publicity: Barbara Kling, LT. 1-8024.		
Sept. 25	COLE OF CALIFORNIA SWIMSUIT SHOW FOR RESIDENT BUYERS AT 4:00, N.Y. HILTON.		
Wednesday Sept. 25 5:30 P.M.	PREVIEW: REVILLON FUR FASHIONS	REVILLON AT SAKS FIFTH AVENUE	5TH FLOOR
	Revillon's fur fashions, presented by Saks Fifth Avenue. By invitation. (For Release, Thurs., Sept. 26.) (Note Change of Date and Time.) Publicity: Helen O'Hagan, PL. 3-4000.		
Beginning Wednesday Sept. 25	OPENING OF RESORT COLLECTION	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
	Cabana's Resort beachwear, dresses, and playclothes, designed by Miss Rikki. Continuous daily. Contact: Helen Feinstein, WI. 7-0326.		
Beginning Wednesday Sept. 25	HOLIDAY AND RESORT COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Continuous showings of Sam Friedlander's Holiday and Resort collection, designed by Bob Bugnand. By appointment. Contact: Sylvan Fox, PE. 6-2663.		
Beginning Wednesday Sept. 25	RESORT AND SPRING SUITS AND RAINWEAR	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Continuous showings of Resort and Spring suits and sportive rainwear. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Thursday Sept. 26 9:30 A.M. Coffee	PRESS PREVIEW OF "LEISURE HOMES"	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
	Preview for press of furnished homes for leisure living. By invitation. (For Release, Mon., Sept. 30.) Publ.: Mary Boyle, OX. 5-4400, Ext. 2683.		
Thursday Sept. 26 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:30 A.M., Thurs., Sept. 26 and Tues., Oct. 1. By reservation. Contact: Mabel Glemby, LA. 4-9350.		
Thursday Sept. 26 11:30 A.M.; 4:00 P.M.	PREVIEW: RESORT AND SUMMER SWIMSUITS	ROXANNE SWIMSUITS CO.	1407 BROADWAY SHOWROOM - 3507
	Roxanne's Resort and Summer swimsuits at two showings: Sept. 26 at 11:30 AM and 4:00 P.M. By invitation. Contact: Eleanor McKay, OR. 9-8060.		
Thursday Sept. 26 12:00 Noon	OPENING OF RESORT COLLECTION	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	One showing only, by reservation. Contact: BR. 9-5012.		
Sept. 26	BERGDORF GOODMAN RELEASE DATE -- Exclusive collection by Jean-Louis Scherrer (No Show)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 26 12:15 P.M. Luncheon	LUNCHEON AND "STRETCH SEMINAR"	CHEMSTRAND COMPANY (350 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
	Chemstrand will be host at luncheon and fashion showing of stretch fashions followed by seminar at 1:30 P.M. Panel discussion on stretch by experts in fibers, fabrics, and fashion. For press and trade, by invitation. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.		
Thursday Sept. 26 12:30 P.M.- 4:00 P.M.	BENEFIT FASHION SHOW	CHRISTIAN DIOR, N.Y. (498 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
	Resort, Fall, and ski fashions by Christian Dior, N.Y., available at Saks Fifth Avenue. Show at 2:45 P.M. For benefit of St. Barnabas Hospital. Reservations--$5.00; contact: Mrs. Betty Merrill, CY. 5-2000. Dior Contact: Mary MacFadden, LO. 4-9220.		
Thursday Sept. 26 4:00 P.M. Cocktails	PREVIEW: MEN'S SWIM AND BEACH FASHIONS	JANTZEN, INC.	TIME & LIFE BLDG. 8TH FLOOR--AUDITORIUM
	"Jantzen Men's Smoker"--Spring and Summer showing of men's swimwear and playclothes. By invitation. Publicity: Kathy Russo, OX. 7-0811.		
Thursday Sept. 26 4:00 P.M.- 6:00 P.M.	"WHAT MOTIVATES MEN TO BUY?"	THE FRAGRANCE FOUNDATION	HOTEL DRAKE DEVON ROOM
	Speakers: Myron Blumenfeld, Toiletries Buyer--Bloomingdale's; Samuel Ferber, Advertising Manager--Esquire Magazine; Richard Schneider, Vice President--Broadstreet's. Members--$3.00; non-members--$4.50. Contact: Annette Green Assoc., 101 Park Ave., MU. 4-4911.		
Thursday Sept. 26 5:00 P.M. Cocktails	SPECIAL PREVIEW: CRUISE COLLECTION	JERRY SILVERMAN (530 SEVENTH AVENUE)	S.S. CONSTITUTION PIER 84
	"Sun Lane Cruise Collection"--Jerry Silverman's cruise fashions, designed by Shannon Rodgers, will be presented aboard the S.S. Constitution. By invitation. Continuous thereafter in showroom. Contact: Jean Dionne, CH. 4-4940, or CH. 4-7522.		
Thursday Sept. 26 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Twenty-first annual award, this year to Bill Blass and Rudi Gernreich. Also, special awards to fur designer Betty Yokova of A.Neustadter & Sons; and Arthur and Theodora Edelman of Fleming-Joffe. Fashion show at 9 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.		
Sept. 27	GIMBELS RELEASE DATE--Children's imports. (Preview Sept. 20--See pg. 1)		
Sept. 27	YOM KIPPUR (Jewish Holiday--begins at sundown. Holiday, Sat., Sept. 28.)		
Sept. 30	MACY'S RELEASE DATE--Leisure homes. (Preview, Sept. 26--See Page 5)		
Monday Sept. 30 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FAIR	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
	Modeling of import fashions and boutique items; tour of food and home furnishings departments. By invitation. (For Release, Tues., Oct. 1.) Publicity: Eileen Goldburg, TR. 5-0195.		
Monday Sept. 30 12:00 Noon	PRESS PREVIEW: MADE-TO-ORDER FUR FASHIONS	BERGDORF GOODMAN	2ND FLOOR FUR SALON
	Fall-Winter made-to-order fur fashions, designed by Emeric Partos. By invitation. (For Release, Tues., Oct.1.) Publ.: Florence Neff, PL. 3-7300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 30 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL BALLROOM
	Fabric Exhibit, Spring-Summer 1964. Speaker: Senator Jacob K. Javits. Co-chmn.: Eve Orton, "Harper's Bazaar" and Virginia Williams, Carlisle Shoe Co. Prices: $8.00, members; $10.00, guests. Contact: CI. 7-3940.		
Monday Sept. 30 12:00 Noon-6:00 P.M. Buffet	NEW "FILIGREE" HAIRCUT AND NEW BRANCH SHOP	ILA OF NEW YORK (25 EAST 77TH STREET)	HAMPSHIRE HOUSE SALON - 2ND FLOOR
	Ila of New York will introduce her "Filigree" haircut, a new hair-shaping technique. Also, launching her new midtown branch shop at the Hampshire House. By invitation. (For Release, Wed., Oct. 2.) Contact: LT. 1-0984.		
Cancelled Sept. 30	HERBERT SONDHEIM'S LUNCHEON SHOWING OF FALL COLLECTION AT SHERATON-EAST HOTEL, ORIGINALLY SCHEDULED FOR SEPT. 30 AT 12:30 P.M., HAS BEEN CANCELLED.		
Monday Sept. 30 5:00 P.M. Cocktails	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
	Preview of Fall-Winter fur fashions for the press. By invitation. (For Release, Wed., Oct. 2.) Publicity: Vera Bacal, PL. 3-8421. Customer showing Tues., Oct. 1 at 3:00 P.M. Contact: Mrs. S.K.Steffan, CI. 7-1388.		
Monday Sept. 30 6:30 P.M. Buffet	PREVIEW OF FOOTWEAR AND SPORTSWEAR	CAPEZIO & RUDI GERNREICH	9 WEST 61ST STREET SHOWROOM
	Preview for press of Rudi Gernreich's Resort sportswear, coordinated with footwear by Capezio. By invitation. Publicity: Lois Muller, JU. 6-2150.		
Tuesday Oct. 1 10:00 A.M.	OPENING: RESORT COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:00, Oct. 1, 2, 3. (Note Change of Dates.) Contact: LA. 4-7626.		
Tuesday Oct. 1 10:30 A.M.	RESORT AND CRUISE COLLECTION	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Cruise and Resort fashions, designed by Tina Leser for David M. Goodstein, Oct. 1, 3, 8, 10, 16, 23 at 10:30. By reservation. Contact: Carolyn Carpenter, LA. 4-2577.		
Tuesday Oct. 1 11:30 A.M.& 4:00 P.M.	TWO SHOWINGS OF 1964 SWIMWEAR	DARLENE KNITWEAR, INC. (1407 BROADWAY)	SAVOY HILTON HOTEL SALON BLEU-2ND FLOOR
	Two showings of Darlene swimwear: 11:30 A.M.(buffet) and 4:00 P.M.(cocktails). By invitation. Contact: Jean Sessions, BR. 9-9400.		
Tuesday Oct. 1 2:30 P.M.	OPENING OF RESORT COLLECTION	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Resort sportswear, dresses, and separates, designed by Peggy Thayer. Shows Tues., Wed., Thurs., through Oct. 17 at 2:30. By reservation. Contact: Katherine Farmer, OX. 5-4812.		
Tuesday Oct. 1 4:00 P.M. Cocktails	PREVIEW: RESORT AND CRUISE COLLECTION	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Preview of dresses and coordinates; also boutique imports. By invitation. Continuous thereafter in showroom. Contact: OX. 5-4270.		
Tuesday Oct. 1 4:00 P.M.	PREVIEW: RESORT AND HOLIDAY COLLECTION	SCAASI BOUTIQUE FOR MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 1 4:30 P.M. Cocktails	DIAMONDS-INTERNATIONAL AWARDS PRESENTATION	N.W. AYER & SON, INC. (1271 SIXTH AVENUE)	PARKE-BERNET GALLERIES 980 MADISON (77TH ST.)
	Presentation of Awards for outstanding jewelry designs to 24 jewelers from five countries. Jewelry exhibit from 4:30. Presentation at 5:30. By invitation only. (Public exhibition: $1.00, Oct. 2-4, for benefit of Institute for International Education.) Publicity: Mildred Kosick, PL. 7-5700.		
Beginning Tuesday Oct. 1	RESORT AND ADVANCE SPRING COLLECTION	BARBERINI, LTD. (DIV.OF ORIGINALA)	230 WEST 38TH STREET SHOWROOM - 9TH FLOOR
	Continuous showings of suits, ensembles, and coats for Resort and advance Spring. Contact: Bert Barber, PE. 6-2291.		
Beginning Tuesday Oct. 1	RESORT AND ADVANCE SPRING COLLECTION	FONTANA OF ROME	HOTEL PLAZA SUITE 334
	Fontana's ready-to-wear imports for Resort and advance Spring. By appointment. Contact: Joan Franges, PL. 3-7244.		
Oct. 2	MAXIMILIAN RELEASE DATE--Fall-Winter furs. (Preview Sept. 30--See Above)		
Oct. 2	ALTMAN RELEASE DATE--New Car Rental Service.		
Wednesday Oct. 2 2:30 P.M.	PRESS PREVIEW: FASHIONS BY JANE DERBY	HENRI BENDEL	7TH FLOOR
	"Bendel's Fancy"--Press preview of exclusive collection, designed by Jane Derby for Henri Bendel. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Wednesday Oct. 2 3:30 P.M. Cocktails	PREVIEW OF RESORT SPORTSWEAR COLLECTION	MELBA HOBSON FOR MR. GEE (1407 B'WAY)	1407 CLUB 1407 BROADWAY
	Melba Hobson's collection of sportswear, separates and dresses for Resort. By invitation. Continuous thereafter in showroom. Contact: Bernice Lewis, WI. 7-8178.		
Wednesday Oct. 2 4:00 P.M.	PRESS PREVIEW OF FUR COLLECTION	NEUSTADTER FURS	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
	Preview for press of high fashion furs, designed for Neustadter by Betty Yokova, 1963 Coty Special Awards winner. By invitation. Contact: Marc Spaulder, LA. 4-3365.		
Wednesday Oct. 2 4:30 P.M.	PREVIEW OF "CORFAM" SHOE UPPER MATERIAL	DU PONT	NEW YORK HILTON MERCURY BALLROOM
	Du Pont will introduce "Corfam" poromeric shoe upper material to the press. By invitation. Contact: Wright Johnson, 971-4431.		
Wednesday Oct. 2 5:30 P.M. Cocktails	PRESS SHOWING OF MEN'S FASHIONS	SAKS 34TH	SHERATON ATLANTIC HOTEL BALLROOM
	"Napoleon Shop" musical presentation of fashions for men of shorter stature. By invitation. (Customer show at 6:30 P.M.) Publicity: Selma Spanier, LA. 4-7000, Ext. 448.		
Wednesday Oct. 2 5:30 P.M.- 8:00 P.M.	PRESS PREVIEW: IRISH EXHIBITION	LORD & TAYLOR	5TH FLOOR
	Special exhibition and reception for Irish celebrities. By invitation. (For Release, Fri., Oct. 4.) Public Relations: Jeri Savidge, WI. 7-3300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 3 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	HATTIE CARNEGIE (42 EAST 49TH STREET)	HOTEL PLAZA TERRACE ROOM
	Fall and Winter fur fashions from Hattie Carnegie during luncheon. Press by invitation. Public by reservation; contact:"Banquet Dept.," PL.9-3000. Carnegie Publicity: Jeri Amstel, PL. 5-2600. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		
Thursday Oct. 3 2:30 P.M. Cocktails	PRESS PREVIEW OF FUR FASHIONS	RITTER BROTHERS	SHERRY NETHERLANDS CRYSTAL PAVILION
	Press preview of Ritter Brothers custom-order fur collection. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Oct. 3 7:00 P.M.- 11:00 P.M.	"FORECAST OF FASHION" DINNER DANCE	LORD & TAYLOR	NEW YORK HILTON TRIANON BALLROOM
	"Early Party"--fourth annual "Forecast" and fashion show for benefit of Museum of Early American Folk Arts, New York's newest museum. By invitation. Public Relations: Jeri Savidge, WI. 7-3300.		
Oct. 4	LORD & TAYLOR RELEASE DATE--Irish exhibition, Oct. 2. (See Pg. 8)		
Friday Oct. 4 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Press preview of Wragge's Resort and Spring collection. By invitation. Thereafter, Oct. 8, 14, 21, 28 at 11:00 A.M. All showings by invitation. Contact: Pat Brooks, WI. 7-4968.		
Friday Oct. 4 2:30 P.M.	PRESS PREVIEW: RESORT BOUTIQUE COLLECTION	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE.& 61ST ST.
	John Weitz will preview his boutique collection for Resort and Cruise. By invitation. (Note Change of Date and Time.) Contact: Virginia Scovill, LO. 3-4920.		
	SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES		
Friday Oct. 4- Oct. 9	Oct. 4: 11:30 A.M. Oscar of Beverly Hills. Oct. 6: 9:30 A.M. Mike Anthony. 11:30 A.M. Maxwell Shieff; 1:30 P.M. Elis Porter; 4:15 P.M. Michael Novarese; 6:00 P.M. Helga. Oct. 7: 10:30 A.M. Marusia; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose; 4:30 P.M. Irene; 8:30 P.M. Cooper Couture. Oct. 8: 8:30 A.M. Peggy Hunt; 10:30 A.M. Pat Premo; 11:30 A.M. Louis Margliano; 2:30 P.M. Stanley Nelson; 4:30 P.M. Georgia Bullock. Oct. 9: 1:00 P.M. Whittier; 4:30 P.M. Annette Bullock; 6:30 P.M. Paul Whitney. Contact: Barbara Trister, 819 Santee Street, Los Angeles.		
Sunday Oct. 6 6:00 P.M.	RESORT AND SPRING OPENING IN CALIFORNIA	HELGA (722 SO.LOS ANGELES ST.)	BEVERLY HILLS HOTEL CRYSTAL ROOM
	By invitation only. Contact: Walter Oppenheimer, MAdison 7-0806 (L.A.).		
Monday Oct. 7 8:30 A.M.	RESORT AND SPRING CALIFORNIA OPENING	WERLE	626 N.ROBERTSON BLVD. LOS ANGELES
	Breakfast showing, by invitation. Contact: Jose Fernandez,OL.5-8926(L.A.).		
Monday Oct. 7 12:30 P.M. Luncheon	PRESS PREVIEW: NEW PEARL SALON	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
	Saks Fifth Avenue will present the collection of cultured pearls from their new Pearl Salon. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 7 5:30 P.M.	RESORT & SPRING OPENING IN CALIFORNIA	BUD KILPATRICK, INC. (2139 STONER AVE., L.A.)	BEVERLY HILLS HOTEL BEVERLY HILLS, CALIF.
	By invitation only. Contact: Eph Feinberg, BR. 2-1171 (L.A.).		
Beginning Monday Oct. 7	OPENING: RESORT AND SPRING COLLECTION	PHELPS (SKYLAND, N.C.)	SHERATON RUSSELL HOTEL PARK AVE.& 37TH STREET
	Phelps collection for Resort and Spring of separates, dresses, coats, and leather accessories. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon, Skyland, North Carolina, ASHEVILLE 2-1462; after Oct. 7, MU. 5-7674.		
Beginning Monday Oct. 7	RESORT AND SPRING CALIFORNIA OPENING	WAYNE FULLER, INC.	122 EAST 7TH, L.A. SHOWROOM - 12TH FLOOR
	Afternoon, country club dresses and costumes. By appointment. Contact: Dick Steiner, MA. 7-5461 (L.A.).		
Tuesday Oct. 8 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES	BERGDORF GOODMAN	4TH FLOOR
	Preview for press of imported gift and antique collection. By invitation. (For Release, Wed., Oct. 9.) Publ.: Florence Neff, PL. 3-7300.		
Tuesday Oct. 8 4:00 P.M.	PRESS PREVIEW OF SPORTSWEAR COLLECTION	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Robert Sloan will present his 1964 Resort collection of sportswear, dresses, and playclothes, designed by Sylvia de Gay. By invitation. Continuous thereafter. Publ.: Margaret Hodge, 110 W. 51st St., LT. 1-3260.		
Wednesday Oct. 9 3:30 P.M. Champagne	PRESS PREVIEW: CUSTOM AND BOUTIQUE COLLECTION	ALICE SCHWEITZER	741 MADISON AVE. (at 64TH) SALON - 2ND FLOOR
	Alice Schweitzer will present her Fall-Winter French and Moroccan fashion collection; also launching her new perfume "Gavroche." By invitation. (For Release, Fri., Oct. 11.) Publicity: Naomi Zagor, BU. 8-6337.		
Friday Oct. 11 7:00 P.M. Dinner	ANNUAL AWARD DINNER DANCE	N.Y. FASHION DESIGNERS, INC. (1457 BROADWAY)	HOTEL PLAZA BALLROOM
	"October in New York"--award dinner this year will honor Mrs. Diana Vreeland, editor-in-chief, "Vogue"; and the 1963 Textile Award will be received by Mr. William G. Lord for Burlington Industries, Inc. Honorary Chmn.: Laura Johnson, Mildred Morton, Charles Revson. Reservations: France Duehren, WI. 7-0324.		
Tuesday Oct. 15 9:30 A.M. Coffee	PREVIEW: SPRING SPORTSWEAR COLLECTION	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - 4TH FLOOR
	Preview of sportswear and dresses for Spring. By invitation. Contact: Miss Gerry McEvoy, LO. 5-2442.		
Tuesday Oct. 15 8:45 A.M. Breakfast	PREVIEW OF SWIMWEAR '64	MAIDENFORM	EL MOROCCO 305 EAST 54TH STREET
	Preview of "The Wildcat"--Maidenform's 1964 swimwear collection for press and buyers. Show at 9:30. Admission by ticket only. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.		
Wednesday Oct. 23 12:30 P.M. Luncheon	FIRST FASHION SHOW AT WORLD'S FAIR	BOY SCOUTS OF AMERICA-GREATER N.Y. COUNCILS	"TOP OF THE FAIR" WORLD'S FAIR GROUNDS
	The Women's Committee of the Greater New York Councils, Boy Scouts of America, will present a showing of Holiday fashions by Harvey Berin. Furs--B. Weinstein. Jewelry--Marvella. Reservations--$15.00; contact: Joe Klein, 25 West 43rd Street. Commentator and publicity: Lynn Lyons Blum, 36 Sutton Place So., PL. 5-1450.		

1964

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